

Raising awareness of your branch or group

Letting people know about you

There are a number of easy steps you can take to raise the profile of your branch/group locally. A good first step is simply to ensure that all those affected by MND, plus those in a position to make a difference to people affected by MND in your area are aware of the Association and your branch or group. The following resources will help you to do this.

Branch/ group leaflet

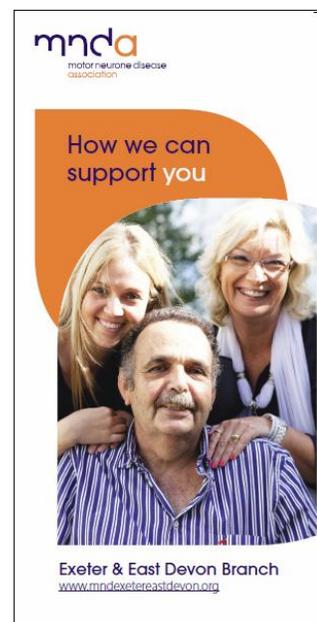
These leaflets enable you to promote what you do locally to support people affected by MND.

The leaflet includes some standard information about the disease and the role of the Association, but also includes editable sections enabling you to provide details about your branch or group, plus local contact details.

How to use them:

- send to those newly diagnosed to let them know about your branch or group and the support you provide
- distribute in clinics, waiting rooms, libraries
- distribute to local Health and Social Care Professionals.

Download on order form from the Volunteer Zone or contact the Volunteering Team.



Introductory letter

Sending an introductory letter is a good way of welcoming new members and introducing them to your branch or group to help reduce any feeling of isolation. If you have a branch/ group leaflet, you could include one of these within the mailing, as well as a copy of your latest newsletter.

Taking a proactive approach and making a follow-up call a couple of weeks later can help with developing a relationship with new members.

You can download an example introductory letter from the Volunteer Zone.

Awareness leaflets, flyers and posters

Leaflets, flyers and posters are great for drawing attention to MND. They give a taster of information and provide links to our website for more information. Some provide the opportunity for you to add your local contact information too.

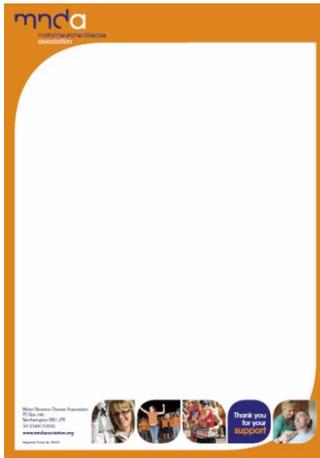
How to use them:

- use posters at fundraising and awareness raising events
- distribute posters for display in libraries, colleges, schools, volunteer centres, health centres and hospitals
- follow up conversations with the public at fundraising and awareness raising events by giving a flyer or leaflet
- send to your local MP along with a letter informing them about your branch or group.

We ask you to avoid giving out flyers and leaflets indiscriminately and therefore to carefully consider the number required when ordering to avoid wastage.

You can order these from the Volunteering Team using the Branch/ Group Supplies Order Form.

Blank posters



These are available in two sizes and provide a large blank space to enable you to print or write on your own text.

How to use them:

- advertise your forthcoming meetings or events
- promote your volunteering opportunities
- direct people to your meeting room by adding directional arrows and display in the venue.

You can order these from the Volunteering Team using the Branch/ Group Supplies Order Form.

Branch / group business cards

These enable you to promote your branch or group and provide your contact details (branch/ group contact phone number, email address, website and social media accounts) in a handy format.

How to use them:

- hand them out to potential useful contacts you meet at events
- enclose one with your welcome letter to new members.

You can order these through the Volunteering Team.

Banners

These are particularly useful for outside events as they are waterproof. We currently have four types of banner available. Each have a space for your branch/ group name. We can either provide the artwork to enable you to get them produced locally, or we can arrange production with a supplier used by national office and get the banner sent direct to you.

How to use them:

- Alongside an awareness raising or fundraising stand – hang from the table/ barrier/ gazebo
- Use them at the car park entrance of your support meeting venue to help those attending for the first time know they are in the right place.

Download the order form from the Volunteer Zone.



Spring rolls/ roller banners



With three different styles to choose from, these are really popular for indoor use. We do not recommend they are used outdoors.

How to use them:

- alongside an awareness raising or fundraising stand/ collection point
- in the reception area/ doorway of your support meeting venue to help those attending for the first time know they are in the right place
- at the front of a hall where you are delivering a presentation.

Download the order form from the Volunteer Zone.

Display boards

Table top display boards are a useful resource and can be purchased from a local stationery supplier.

How to use them:

- use them at awareness raising and fundraising events where there is no wall space to put posters
- use them at support meetings and display some examples of the care information sheets that are available
- use them at your AGM to show photos of events you have hold over the last year.

Corporate wallets

These hold papers/ literature up to A4 in size.

How to use them:

- use them at your AGM to contain papers such as the agenda and accounts
- use them as information packs for potential volunteers or health and social care professionals.

Your awareness items

Some of you produce your own awareness materials for events or occasions or to suit a particular purpose. We welcome this so long as the corporate identity is maintained to ensure we are identified as one organisation. Please contact the Volunteering Team for a copy of our corporate identity guidelines or download them from the Volunteer Zone.

Please do let us know what you have produced – this will enable us to share your ideas with others who may be interested in producing something similar.

“We try to make sure we have a fun stall that will attract attention, sometimes with just leaflets it’s difficult. It’s worth investing in the banners or spring rolls that can be used again and again” Sarah Milner, Merseyside Branch.

For more information contact the Volunteering Team:

Phone: 0345 6044 150

Email: volunteering@mndassociation.org

Website: www.mndassociation.org/volunteerzone

